

VIA E-FILE

PATENT APPLICATION  
Docket No. 14531.151

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of		)
		)
	Stuart Ozer, et al.	)
		)
Serial No.:	09/991,389	) Art Unit
		) 2161
Filed:	November 21, 2001	)
		)
Conf. No.:	5411	)
		)
For:	METHODS AND SYSTEMS FOR	)
	SELECTIVELY DISPLAYING	)
	ADVERTISEMENTS	)
		)
Examiner:	Brian D. Goddard	)
		)
Customer No.:	047973	)

**AMENDMENT "E"**

VIA E-FILE AMENDMENT  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

In response to the Office action of March 8, 2006 (paper no. 20060301), please amend the above-identified application as follows:

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks/Arguments** begin on page 10 of this paper.